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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2013

MEMORANDUM

MARKS: 200

This memorandum consists of 15 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	D✓	LO3 AS 6	1.4	1.4.1	B✓	LO4 AS4
	1.1.2	B✓	LO1 AS.2		1.4.2	E✓	LO4 AS4
	1.1.3	A✓	LO3 AS.6		1.4.3	A✓	LO4 AS4
	1.1.4	D✓	LO1 AS3		1.4.4	F✓	LO4 AS4
					1.4.5	C✓	LO4 AS4 (5)
	1.1.5	C✓	LO1 AS2	1.5	1.5.1	Cholera✓/Bilharzia	LO3 AS3
	1.1.6	C✓	LO3 AS6		1.5.2	Malaria✓	LO3 AS3
	1.1.7	B✓	LO2 AS2		1.5.3	WHO ✓	LO3 AS3
	1.1.8	B✓	LO2 AS4		1.5.4	Vaccination✓	LO3 AS3
					1.5.5	Bottled✓	LO3 AS3 (5)
	1.1.9	A✓	LO3 AS1				
	1.1.10	A✓	LO3 AS1				
	1.1.11	D✓	LO3 AS2				
	1.1.12	D✓	LO3 AS2				
	1.1.13	D✓	LO3 AS1				
	1.1.14	D✓/ A	LO3 AS2				
	1.1.15	A✓	LO2 AS3				
	1.1.16	C✓	LO3 AS 4				
	1.1.17	B✓	LO1 AS1				
	1.1.18	A✓	LO4 AS3				
	1.1.19	C✓	LO4 AS5				
	1.1.20	C✓	LO3 AS6	(20 x 1)			
1.2	1.2.1	ZAR✓					LO3 AS5
	1.2.2	Foreign exchange ✓/ FOREX/FX					LO3 AS5
	1.2.3	Currency fluctuation✓/Fluctuation					LO3 AS5
	1.2.4	Rate of exchange✓/Exchange rate/ROE					LO3 AS5
	1.2.5	Gross Domestic Product✓/GDP					LO1 AS1 (5)
1.3	1.3.1	Malay✓					LO2 AS4
	1.3.2	products✓					LO2 AS4
	1.3.3	People first✓					LO1 AS2
	1.3.4	Carbon footprint✓					LO2 AS2
	1.3.5	Political situation✓					LO3 AS6 (5)

TOTAL SECTION A: 40

* Notes to markers are indicated in italics

* Where two or more marks are indicated, part marks may be awarded based on the responses of candidates. Half marks (½) may not be awarded.

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

- | | | | | |
|-----|-------|--|-------------------------------|----------------|
| 2.1 | 2.1.1 | food ✓
• Fast food
• Take-away food
• Food and beverage | LO1
AS1 | (1) |
| | 2.1.2 | (a) Poor/negative/bad/substandard quality service is provided to the customer ✓
(b) The service provider/owner is unfriendly and rude , ✓✓
He is shouting at the client to hurry up ✓✓
• Facial expression/body language is unfriendly and tone curt | LO1
AS1

LO 1
AS1 | (1)

(4) |
| | 2.1.3 | (a) The client will not return ✓ leading to a loss of revenue/ income/turnover ✓ and; spread negative word of mouth ✓ and this will impact negatively on the multiplier effect ✓
(b) High quality/regular staff training ✓✓
Introduce quality control measures like mystery guests, surveys, reviews/follow ups ✓✓
• Provide incentives to staff for excellent service
• Monitor customer service regularly
• Address gaps immediately
• Employ competent staff
• Performance management
• Provide a code of conduct to staff
• Implement corrective/disciplinary measures
• Introduce an employee assistance programme (EAP) | LO1
AS1

LO1
AS1 | (4)

(4) |
| 2.2 | 2.2.1 | To encourage, promote and develop tourism (domestic and international) in South Africa in a sustainable manner in order to grow the country as a nation ✓✓ | LO1
AS2 | (2) |
| | 2.2.2 | (a)(i) Sho't left ✓✓/Vaya Mzansi
• Community road shows/Tourism Tradeshow
• DTGS
• TEP
• BBBEE scorecard
• Tourism awards (ETEYA/IMVELO) | LO1
AS2 | (2) |

- (ii) Sho't left / Vaya Mzansi – To **encourage domestic tourists to travel** in and around South Africa by making travel more affordable packages and prices✓✓ (2) LO1
AS2
- Community road-shows – **promote** South Africa's attractions
 - DTGS – job creation; transformation; GDP growth
 - TEP - to promote, support and offer guidance for SMMEs
 - BBBEE scorecard – to transform tourism of South Africa
 - Tourism **awards** - gives **publicity** to local businesses
- (b) (i) Tourism Enterprise Programmes (TEP) ✓✓ (2) LO1
AS2
- ETEYA awards
 - BBBEE scorecard
- (ii) **TEP – encourages and support SMMEs** by providing skills, funding, mentorship to new tourism businesses✓✓ (2) LO 1
AS2
- The **ETEYA awards** – is established to recognise **service excellence** amongst SMMEs
 - **BBBEE scorecard** – is compliant to the **transformation** policy of South Africa

2.3

Indicator to establish whether HDIs have :

Ownership✓✓

Management control✓✓

Employment equity ✓✓/ % of staff employed who are HDI (demographics of the company) (6) LO 1
AS2

- Training and skills development
- Preferential procurement
- Enterprise development
- Socio-economic development

[30]

QUESTION 3

- 3.1 **Assist with luggage** upon arrival and departure✓
Familiarise clients with **in-house technology**✓
 LO 1 AS3 (2)
 • **Safekeeping of luggage** in the storeroom
 • Can assist with **basic directions** and **information** in the absence of a concierge.
 • Show customers to their rooms
 • Forwarding messages, mail & deliver newspapers
 • Operates lifts
- 3.2 Shift work✓
 Overtime work✓
 LO 1 AS3 (2)
 • Long hours
 • Work on Sundays and or public holiday
 • Night-time work
 • Minimum of 45 hours per week
 • Leave
 • Gratuities/tips are kept
- 3.3 Honesty✓
 Respect✓
 LO 1 AS3 (2)
 • Integrity
 • Trustworthiness
 • Friendly/peoples person
 • Helpful
 • Approachable
- 3.4 Opportunities to **earn extra income** through gratuities or tips✓✓
 Opportunity to **earn more money** through overtime work✓✓
 LO 1 AS3 (4)
 • **Gratuities or tips** motivate staff to provide excellent service.
 [10]
- TOTAL SECTION B: 40**

SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 4

- 4.1 4.1.1 Social ✓/People- stakeholders and the community✓ LO 2
Economic✓/Profit- sustainable development✓/stakeholders and AS 1
the community
Environmental ✓/Planet - conserving the resource ✓/sustainable
development (6)
- Candidates that mention the underlined phrases only: no marks awarded;
Candidates that mentions the pillars only: award 1 mark per pillar;
No mark should be awarded for a repeated phrase, but phrases may be interchanged
where indicated*
- 4.1.2 (a) Yes✓ LO 2
(b) **Promotes ethical hunting practices** ✓✓ AS 1
• **reduces the risk** of poaching (3)
• Hunting is done in an appropriate and sustainable manner
OR
No,
• hunting **encourages a senseless killing** of our wildlife
• hunting is **not conserving/protecting** our wildlife
• hunting only **enriches a few**
Reason must be linked to choice
- 4.1.3 Hunting is a booming industry therefore local community is LO 2
provided with **job opportunities** ✓✓ AS 1 (2)
• **entrepreneurship opportunities** by the game farms
• It **brings money/financial spin** offs into the community
- 4.1.4 **Increased security** systems must be in place✓✓ LO 2 (2)
AS 1
• **Stricter legislation and prosecution**
• Local/international communities to be **educated on benefits**
of wildlife
• **Experimenting** with various **methods/strategies** that will
deter poachers for e.g. injecting the horn with substances;
removing the horn of the rhinos
• Where there is a demand for rhino horn, **governments** must
be roped in to **assist in tracking poachers**
• **Legalise hunting rhinos** in a controlled environment.
• Liaise with non - governmental, community based and other
organisations to **assist in securing funding and anti-**
poaching initiatives.

- 4.1.5 There are **fewer** black wildebeest ✓✓ LO 2
It is a **more sensitive resource** than the others. ✓✓ AS 1 (4)
• It is a **more scarce/threatened** or **endangered** animal
• Its **more prestigious** to hunt
• It is a **bigger/more valuable/more dangerous** animal to hunt
- 4.2 4.2.1 **Convention on International Trade in Endangered Species** ✓✓ LO2 (2)
• Convention on International Trade in Endangered Species of AS2
wild fauna and flora
(award no marks if any key words of the acronym (CITES) is incorrect)
- 4.2.2 They will **ensure** that the rhino is **placed on the endangered/**
threatened species list. ✓✓ (2)
• They **engage with governments** regarding the poaching of
the rhino.
• They **assist with the raising of funds** for rhino protection
programmes/strategies.
• They **liaise and exchange information** with other
stakeholders to combat poaching.
• Countries affiliated to CITES are **legally bound to**
implement legislation according to their mandate

[21]

QUESTION 5

- 5.1 5.1.1 Dullstroom Mpumalanga✓ /Advertisement A/200 ha farm
It has **more established** adventure tourism facilities ✓✓
(If examples are given only 1 mark to be awarded) LO 2 AS 3 (3)
- 5.1.2 Ballito, KZN North Coast ✓/Advertisement B/1000 ha farm
Direct access to a private beach offers marine opportunities.✓✓
(If examples are given only 1 mark to be awarded) LO 2 AS 3 (3)
- 5.1.3 He can start **operating the business** and making a profit **immediately.** ✓✓ LO 2 AS 3 (2)
- Being an established business it already attracts tourists and **little advertising** is required.
 - The market is already existing he just have to **expand/grow the market**
- 5.1.4 They have **more privacy.**✓✓ LO 2 AS 3 (2)
- They will feel **safe/exclusivity**
 - They will **spend quality time** with their family **without public disturbance.**
- 5.1.5 (a) He can **start operating the business immediately**✓✓ LO 2 AS 3 (2)
- He can **expand** or make **new developments**
 - Cater for **large groups**
 - **Easy access** to the Kruger national Park
 - Can **appeal to other types of tourists** as well
- examples of expansions or developments can be accepted*
- (b) **Competition** from similar establishments✓✓ (2)
- Unfavourable weather conditions
 - Location/landlocked
 - High risk activities
 - High maintenance and skilled personnel
 - Negative environmental impact
- 5.2 5.2.1 Housing✓ LO 2 AS 4 (3)
- Dress (clothes)✓
- Tradition:✓
- Rituals, customs, lifestyle, food, arts, crafts, cultural dances
 - Storytelling, drumming , wine, traditional games

- 5.2.2 The village **showcases** one of the unique selling points (USP) of South Africa's **cultural diversity** ✓✓ LO 2
AS 4
(2)
- It **displays** our **cultural heritage** (it offers opportunities for learning and creates an awareness of our culture)
 - It gives the tourist the **opportunity to take part** in a cultural activities
 - Provide **excellent service**
- [19]**
- TOTAL SECTION C: 40**

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

- 6.1 6.1.1 International Date Line✓ LO3 AS1 (1)
- IDL
 - 180 ° longitude
- 6.1.2 The International Date Line (IDL) **follows the borders of countries to avoid confusion** regarding day and time.✓✓ LO3 AS1 (2)
- 6.2 6.2.1 Daylight saving time✓ DST / LO3 AS1 (1)
- Summer time
 - British time
- 6.2.2 More daylight time will **increase the demand** for tourism **products and services**✓✓ LO3 AS1 (2)
- **Outdoor businesses/attractions** will benefit from the additional daylight which can **result in more profits**
 - People will **complete their working day earlier**, and have **opportunities to engage in tourism activities**
 - **Diversification** – creates opportunities for **additional income** by expanding their tourism products and services
 - The transport sector also benefits from increased tourism business because of the extra daylight
- 6.3 6.3.1 Time difference +2 -3 LO3 AS1
- 5 hours✓
- Time in Rio = 11:00
- Time in SA = 11:00 (+✓5)
- =16:00✓
- Flying time =16:00 (–✓10) hours
- 06:00✓ the same day/10 June✓ (6)
- OR**
- 06:00✓✓✓✓✓ the same day/10 June✓
- 6.3.2 Jet Lag✓ LO3 AS1 (1)
- 6.3.3 Time difference 7 hours✓ LO3 AS1
- Time in New York 8:00 +✓ 7 hours = 15:00 ✓
- 15:00 – ✓1 hour (DST) = 14:00✓ 30/06✓
- OR**
- 14:00✓✓✓✓✓ 30/06✓ (6)

- 6.4 6.4.1 $R21\,500 \div 13,90$
 $= \text{£}1\,546,76$ LO3 AS5 (3)
- OR**
- $\text{£}1\,546,76$
- If the answer does not reflect the decimal or the correct answer rounded off, no mark should be awarded*
- 6.4.2 (a) $\text{€}1\,191,86 \times 10,56$ LO3 AS5 (2)
 $= \text{R}12\,586,04$
If the answer does not reflect the decimal or the correct answer rounded off, no mark should be awarded
- OR**
- $\text{R}12\,586,04$
- (b) One day later LO3 AS1 (1)
- The next day
 - The following day
- [25]**

QUESTION 7

- 7.1 7.1.1 A Nelson Mandela released LO3 AS6 (1)
 B First democratic elections in South Africa LO3 AS6 (1)
 C Rugby World Cup LO3 AS6 (1)
 D World Trade Centre bombings in New York (9/11) LO3 AS6 (1)
 E Tsunami in South East Asia LO3 AS6 (1) ✓
- 7.1.2 It was during the **apartheid period** and international **tourists boycotted** South Africa. LO 3 AS 6 (4)
Sanctions imposed on South Africa **kept tourists away**.
 • The state of emergency indicates **political instability keeping tourist away** for safety purposes.
If examples are given only 1 mark to be awarded
- 7.1.3 Tourist **avoided the USA** and their allies because they were targets for **terrorism activities** and therefore South Africa was perceived as a **safe destination**. LO3 AS6 (6)
 The value of the **dollar decreased** because of the terror attacks making South Africa a **value for money destination**
USA increased their security and entry requirements and South Africa's entry requirements was **more relaxed**
If not in paragraph format subtract one mark. Indicate the penalty as follows: (-1 par)

7.2	7.2.1	Business tourism brings in large amounts of money✓ through big events and conference✓ • Business tourism encourages repeat visits because it exposes the business tourists to attractions in South Africa • Business tourism creates all year travel and therefore addresses seasonality • Big events and conferences creates full and part time jobs • South Africa is seen as a springboard/gateway for extended business opportunities in the rest of Africa/BRICS • Big events (MESE/MICE) exposes South Africa and its tourism offerings to the rest of the world	LO 3 AS 4	(2)
	7.2.2	Offer attractive pre and post tour packages✓ so the delegate can extend his/her trip by a few days for leisure✓, or return later. Provide after business hours✓ optional tourism activities✓ • Offer packages for the business tourist to bring his family with. • Expose the delegate to tourism attractions in the area during his stay. • Provide advanced technology for business operations to be conducted more efficiently thereby enabling extra leisure time for tourism activities. • Showcase South Africa as a favourable business destination to encourage the tourist to invest.	LO 3 AS 4	(4)
	7.2.3	Volume/size - how many tourists can SA hope to get from this country✓✓ Value - how much money can we get the tourist to spend in SA✓✓	LO 3 AS 4	(4)
				[25]
TOTAL SECTION D:				50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

- 8.1 8.1.1 Team review✓✓ LO 4 AS 3 (2)
- Staff meeting
 - Training session
 - Feedback session
 - Brain storm
 - Group discussion
 - Performance review
 - Bosberaad/Indaba/Lekgotla/strategic planning meeting
 - SWOT analysis
- 8.1.2 Team members are involved in **examining/reflecting/criticising/evaluating** each other's and/or the company's performance. ✓✓ LO 4 AS 3 (4)
- Identify **successes/weak points/areas/processes** ✓✓
- **Make suggestions** for improvement
 - Staff training
 - Brain storming
- 8.1.3 It ensures that a customer gets a **consistently good product/service**✓✓ LO 4 AS 3 (4)
- It **identifies** service delivery **gaps/strengths**✓✓
- Ensure **value for money** for a customer
 - Leads to **improved products/service**
 - **Build staff morale** and loyalty
 - **Staff feel valued** because their opinions are sought
 - **Staff feels part** of the company,
 - **Motivate staff** to constantly perform at optimal levels
 - **Ensure smooth** operations
- 8.1.4 Surveys✓✓ LO 4 AS 2 (4)
- Questionnaires✓✓
- Follow-up calls
 - Quality control checks
 - Mystery customers
 - Staff training/In service training (INSET)
 - Incentives/rewards to staff
 - Suggestion boxes
 - Comments space on website
 - Focus groups

a learner cannot be awarded marks for repetition of answers in 8.1.1

- 8.1.5 **Offer compensation** to affected customers (discounts, vouchers, free meals, refunds)✓✓ LO 4
AS 2
- Apologise and correct** the problem✓✓ (4)
- **Explain** in a friendly manner **the reason** for the problem
 - **Explain** and how it will be corrected
 - Thank the customer for bringing the problem to their attention
 - React immediately to correct the problem
- 8.2 8.2.1 Accessible entrances/Ramps or lifts✓ LO 4
AS 1 (1)
- Hand rails
 - Levers for taps
 - Easy to reach furniture in rooms
 - Roll in shower
 - Big spaces to turn around
- 8.2.2 A smoking room if possible✓ LO4 AS 1 (1)
- Offer a designated smoking area
 - Cigarette dispense machines
- 8.2.3 Ensure his known preferences are met✓ LO4 AS1 (1)
- Reward him for his loyalty i.e. room upgrade, welcome basket, complimentary stay or a free meal
- 8.2.4 Provide a family room✓ LO4 AS1 (1)
- Provide a safe play area
 - Offer babysitting facilities
 - Offer child-friendly facilities
- 8.3 Food✓ LO4 AS1
- language✓ (2)
- Religion/belief system
 - Dress code
 - Cultural practices
- examples are acceptable* [24]

QUESTION 9

- 9.1 Teamwork is a **joint action by a group** of people to **achieve a common goal** ✓✓ LO4 AS4 (2)
- Teamwork is when all the individuals involved harmonize their contributions and work towards a common goal.
- 9.2 9.2.1 Desk top computer ✓✓ LO4 AS5 (2)
- iPad
 - Tablet
 - Cell phone/Smart phone
 - Notebook/laptop
- 9.2.2 Will be able to **access the faxes on the laptop** when away from the office on a business meeting ✓✓ LO4 AS5 (2)
- **Read faxes privately** on their own PC
 - **Convenience** (saves time/money)
 - **Easily accessible storage/file method**, because the fax is always available
 - **Saves paper/paperless**
 - **No need to purchase** a fax machine
 - **Easy to access** and **forward** information
- [6]**
- TOTAL SECTION E: 30**
- GRAND TOTAL: 200**